

IN THE SPECIFICATION

Please replace the paragraph beginning at line 23 on page 3 with the following marked up paragraph:

In order to retain customers and increase revenues, e-commerce vendors are continually looking for ways to expand their sites by offering additional products and services. They endeavor to act as a "one-stop shop" providing a wide range of products and services to their customers. However, in expanding the scope of their offerings, these vendors must increasingly rely on third party suppliers as they do not have all of the necessary resources or capabilities to directly manufacture, process and fulfill customer orders for all of this wide range of products and services. These e-commerce vendors can, of course, easily accept and fulfill orders for many third party products that they stock in inventory in the manner described above. For example, K-Mart®, or its e-commerce arm Bluelight.com®, may offer Kodak® cameras and accessories that K-Mart® has purchased and has available in its inventory. In this case, K-Mart® can accept and fulfill a customer order for a camera placed on its Bluelight.com® Web site without the need for further interaction with its supplier and in a manner that is relatively transparent to the customer ordering these products.

Please replace the paragraph beginning at line 6 on page 4 with the following marked up paragraph:

However, in other cases the e-commerce vendor may not have the necessary capabilities or resources to independently accept and fulfill orders for certain third party products or services. This is particularly true in the case of orders for more complex products or services involving a large amount of customization by the customer. For example, assume that a retailer like K-Mart® wants to offer photograph or image processing

services for its customers in conjunction with the sale of cameras, film and other accessories. K-Mart® may not have a photo processing laboratory or the necessary processing equipment or expertise to directly provide photograph or digital image processing services and, thus, may need to outsource fulfillment.

Please replace the paragraph beginning at line 15 on page 4 with the following marked up paragraph:

In the particular case of photo finishing, K-Mart® and most other traditional "brick and mortar" retailers have historically served as middlemen in connection with the supply of photo processing services to their customers. These retailers often have "photo centers" where customers drop off film and later return to pick up and pay for prints (and perhaps also get copies of the prints as digital images on CD-ROMs). However the actual processing has been traditionally handled by laboratories such as Kodak® that have the appropriate resources and expertise to better perform these services. A large number of similar situations exist in which both e-commerce and brick and mortar retailers prefer to outsource the supply of a particular product or service to a third party rather than to make the considerable investment necessary to develop their own offering.

Please replace the paragraph beginning at line 14 on page 5 with the following marked up paragraph:

However there are several problems with this existing approach. First, the e-commerce vendor has several strong incentives to keep the customer on its site and to avoid redirecting the customer to a third party site. One critical concern is that if the customer is redirected to another site, then the vendor may lose the customer both for the current activity as

well as for future orders. If the customer already had selected items in its shopping cart with the vendor, these items would likely be lost when the customer exited the vendor site to browse the partner site. Using the above example, if Bluelight.com® referred its customer to a partner offering photo-processing services, when the customer had completed his or her photo order he or she might not return to the Bluelight.com® site to continue shopping. If the customer did return, he or she might have to reselect the items in its shopping cart, giving the customer a further opportunity to reconsider the choice to purchase these items.

Please replace the paragraph beginning at line 27 on page 7 with the following marked up paragraph:

*Java: A general purpose programming language developed by Sun Microsystems®. Java is an object-oriented language similar to C++, but simplified to eliminate language features that cause common programming errors. Java source code files (files with a .java extension) are compiled into a format called bytecode (files with a .class extension), which can then be executed by a Java interpreter. Compiled Java code can run on most computers because Java interpreters and runtime environments, known as Java Virtual Machines (JVMs), exist for most operating systems, including UNIX, the Macintosh® OS, and Windows®. Bytecode can also be converted directly into machine language instructions by a just-in-time compiler (JIT). Further description of the Java Language environment can be found in the technical, trade, and patent literature; see e.g., Gosling, J. et al., *The Java Language Environment: A White Paper*, Sun Microsystems Computer Company, October 1995, the disclosure of which is hereby incorporated by reference.*

Please replace the paragraph beginning at line 2 on page 15 with the following marked up paragraph:

The following description will focus on the presently-preferred embodiment of the present invention, which is implemented in a desktop application operating in an Internet-connected environment running under

a desktop operating system, such as Microsoft® Windows running on an IBM-compatible PC. The present invention, however, is not limited to any particular one application or any particular environment. Instead, those skilled in the art will find that the system and methods of the present invention may be advantageously embodied on a variety of different platforms, including Macintosh®, Linux®, BeOS®, Solaris®, UNIX®, NextStep®, FreeBSD®, and the like. Therefore, the description of the exemplary embodiments that follows is for purposes of illustration and not limitation.

Please replace the paragraph beginning at line 24 on page 15 with the following marked up paragraph:

CPU 101 comprises a processor of the Intel Pentium® family of microprocessors. However, any other suitable microprocessor or microcomputer may be utilized for implementing the present invention. The CPU 101 communicates with other components of the system via a bi-directional system bus (including any necessary input/output (I/O) controller circuitry and other “glue” logic). The bus, which includes address lines for addressing system memory, provides data transfer between and among the various components. Description of Pentium-class microprocessors and their instruction set, bus architecture, and control lines is available from Intel Corporation® of Santa Clara, CA. Random-access memory 102 serves as the working memory for the CPU 101. In a typical configuration, RAM of sixteen megabytes or more is employed. More or less memory may be used without departing from the scope of the present invention. The read-only memory (ROM) 103 contains the basic input output system code (BIOS) -- a set of low-level routines in the ROM that application programs and the operating systems can use to interact with the hardware, including reading characters from the keyboard, outputting characters to printers, and so forth.

Please replace the paragraph beginning at line 5 on page 17 with the following marked up paragraph:

The system itself communicates with other devices (e.g., other computers) via the network interface card (NIC) 111 connected to a network (e.g., Ethernet network), and/or modem 112 (e.g., 56K baud, ISDN, DSL, or cable modem), examples of which are available from 3Com® of Santa Clara, CA. The system 100 may also communicate with local occasionally-connected devices (e.g., serial cable-linked devices) via the communication ("comm") interface 110, which may include a RS-232 serial port, a Universal Serial Bus (USB) interface, or the like. Devices that will be commonly connected locally to the interface 110 include laptop computers, handheld organizers, digital cameras, and the like.

Please replace the paragraph beginning at line 13 on page 17 with the following marked up paragraph:

IBM-compatible personal computers and server computers are available from a variety of vendors. Representative vendors include Dell® Computers of Round Rock, TX, Compaq® Computers of Houston, TX, and IBM® of Armonk, NY. Other suitable computers include Apple-compatible computers (e.g., Macintosh®), which are available from Apple® Computer of Cupertino, CA, and Sun Solaris® workstations, which are available from Sun Microsystems® of Mountain View, CA.

Please replace the paragraph beginning at line 13 on page 17 with the following marked up paragraph:

The above-described computer hardware and software are presented for purposes of illustrating the basic underlying desktop and server computer components that may be employed for implementing the present invention. For purposes of discussion, the following description will present examples in which it will be assumed that there exists a

"server" (e.g., Web server) that communicates with one or more Web browser "clients" (e.g., Netscape Navigator® or Microsoft Internet Explorer®). The present invention, however, is not limited to any particular environment or device configuration. In particular, a client/server distinction is not necessary to the invention, but is used to provide a framework for discussion. Instead, the present invention may be implemented in any type of system architecture or processing environment capable of supporting the methodologies of the present invention presented in detail below.

Please replace the paragraph beginning at line 11 on page 20 with the following marked up paragraph:

Typically, the customer's initial interaction with the vendor is to request processing of a roll of film. Traditionally, the customer drops off an exposed roll of film at a retail photo center or a retailer (e.g., Wolfe Cameras®, K-Mart®, Walgreens®, Rite-Aid®, or the like) for developing and printing. This roll of film is developed by a third party supplier and returned to the retailer. The customer later returns to the same store to pick-up his or her processed prints and negatives. In response to customer demand many retailers also provide the customer with digital copies of the photographs on floppy disks or CD-ROMs as part of this processing service. Another approach is for the retailer to make digital images of the photographs available to the customer on the Internet. For example, when the customer returns to the K-Mart® store to pick up his or her prints and negatives, he or she also receives information about how to access digital copies of the photographs on-line through Bluelight.com®, K-Mart's e-commerce arm. This approach enables the customer to easily view the images on the Internet and also provides an opportunity for the retailer to facilitate reordering of prints through its e-commerce site, earning the additional revenues associated with this activity.

Please replace the paragraph beginning at line 26 on page 20 with the following marked up paragraph:

The customer's first interaction with the e-commerce site (Bluelight.com® in this example) is to register at the site and claim a roll of film that he or she has previously had processed through K-Mart®. The customer may go to the retailer Web site (Bluelight.com®) and request digital copies of a particular roll of film by entering his or her name and a unique identification number. Typically, this identification number has been previously provided with the processed roll of film that he or she had already received.

Please replace the paragraph beginning at line 19 on page 27 with the following marked up paragraph:

In this example of photograph processing services, the process begins with drop off of a roll of film by the customer with a retailer for processing and the subsequent return of the processed film and prints to the customer by the retailer. The actual photograph processing is typically outsourced by the retailer to a third party photograph processor such as Kodak®. In order to make digital images available, at the time each roll of film is processed, the roll of film is scanned to produce a full-size digital image of each photograph. These images can be stored in the supplier image server previously described above.